

MUR 6854

Federal Election Commission  
Office of Complaints, Examination, and Legal  
Administration  
Attn: Frankie Hampton, Paralegal  
999 E. Street NW  
Washington, DC 20436

Re: Cohen MUR 6854

RECEIVED  
FEDERAL ELECTION  
COMMISSION  
OFFICE OF GENERAL  
COUNSEL  
AUG 18 PM 6:40

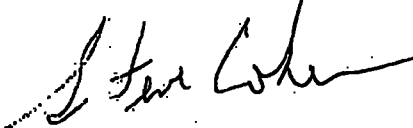
To the members of the Commission:

The complaint filed by my opponent is about an ad which should not have run on Memphis radio. The ad originally was to run for a week starting Monday July 7, however, when I listened to the ad on July 3<sup>rd</sup> I realized it was politically problematic and I chose to cancel the ad. Attached are copies of the emails from advertising buyer Susan Rogers with Archer-Malmo in Memphis to the relevant stations at around noon on July 4 asking the ad not to be run and faxes, emails, and even a hand-delivered letter from my Communications Director Rick Maynard asking that the ad not be run; all done on the morning of Friday July 4<sup>th</sup>.

Two stations never ran the ad, as instructed. Three stations did not comply with orders and inappropriately ran the ad twice.

Final approval on all radio ads comes from me and I chose in the end not to approve this ad. Therefore the order was given not to run it. Unfortunately the stations were closed for the July 4<sup>th</sup> holiday and on Saturday the 5<sup>th</sup> and Sunday the 6<sup>th</sup> no one was apparently monitoring the fax machine or emails.

As always, most sincerely,

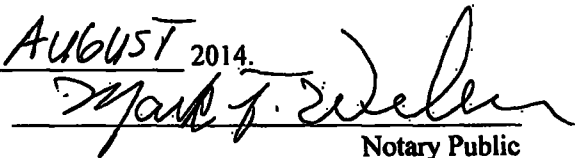


Steve Cohen

Member of Congress

Candidate and Representative of Steve Cohen for Congress Campaign Committee

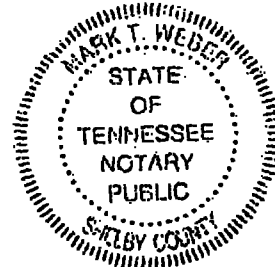
Sworn to and subscribed before me this 14<sup>th</sup> day of AUGUST 2014.



Notary Public

My Commission Expires:

My Commission expires on March 12, 2018



1604402318

XFINITY Connect

+ Font Size -

**FW: Cohen for Congress\*\*\*\*URGENT\*\*\*TRAFFIC CHANGE****From :** Susan Rogers <srogers@archermalmo.com>

Fri, Aug 01, 2014 09:11 AM

**Subject :** FW: Cohen for Congress\*\*\*\*URGENT\*\*\*TRAFFIC CHANGE**To :** Steve Cohen

Arlene asked me to send this to you. Two more emails coming. Let me know if you need anything else.

**Susan Rogers** | Senior Media Buyer | **archer>malmo** | 65 Union Ave Memphis TN 38103 | P  
901.523.2000 x1224 | F 901.260.4356

**From:** Susan Rogers [mailto:srogers@archermalmo.com]**Sent:** Monday, July 21, 2014 5:15 PM**To:** Jerry Austin**Subject:** FW: Cohen for Congress\*\*\*\*URGENT\*\*\*TRAFFIC CHANGE**Importance:** High**From:** Susan Rogers [mailto:srogers@archermalmo.com]**Sent:** Friday, July 04, 2014 12:39 PM**To:** [desean.grayson@cumulus.com](mailto:desean.grayson@cumulus.com)**Cc:** [colleen.schutte@cumulus.com](mailto:colleen.schutte@cumulus.com)**Subject:** RE: Cohen for Congress\*\*\*\*URGENT\*\*\*TRAFFIC CHANGE**Importance:** High

Please pull the new Cohen spot "Pearl Radio" that I sent you on Friday. Continue to run the same spot you ran w/o 6/30. Let me know if you have any questions. Thanks

**Susan Rogers** | Senior Media Buyer | **archer>malmo** | 65 Union Ave Memphis TN 38103 | P  
901.523.2000 x1224 | F 901.260.4356

**From:** Susan Rogers [mailto:srogers@archermalmo.com]**Sent:** Thursday, July 03, 2014 8:57 AM**To:** [desean.grayson@cumulus.com](mailto:desean.grayson@cumulus.com)**Subject:** FW: Cohen for Congress**Importance:** High

Hi,

Attached is a new spot for Cohen. Run this spot 100% starting on Monday 7/7 on WRBO. We will probably have a new spot for the w/o 7/14. I will keep you updated on that. Please confirm receipt of spot and new instructions. Thanks.

**Susan Rogers** | Senior Media Buyer | **archer>malmo** | 65 Union Ave Memphis TN 38103 | P  
901.523.2000 x1224 | F 901.260.4356

RECEIVED  
FEDERAL ELECTION  
COMMISSION  
2014 AUG 18 PM 6:41  
OFFICE OF GENERAL  
COUNSEL

XFINITY Connect

+ Font Size -

**FW: Cohen for Congress\*\*\*\*URGENT\*\*\*\*TRAFFIC CHANGE****From :** Susan Rogers <srogers@archermalmo.com>

Fri, Aug 01, 2014 09:11 AM

**Subject :** FW: Cohen for Congress\*\*\*\*URGENT\*\*\*\*TRAFFIC CHANGE**To :** Steve Cohen

**Susan Rogers** | Senior Media Buyer | **archer>malmo** | 65 Union Ave Memphis TN 38103 | P  
901.523.2000 x1224 | F 901.260.4356

**From:** Susan Rogers [mailto:srogers@archermalmo.com]**Sent:** Monday, July 21, 2014 5:14 PM**To:** Jerry Austin**Subject:** FW: Cohen for Congress\*\*\*\*URGENT\*\*\*\*TRAFFIC CHANGE**Importance:** High**From:** Susan Rogers [mailto:srogers@archermalmo.com]**Sent:** Friday, July 04, 2014 12:37 PM**To:** 'Bailey, Bobbie'**Cc:** marciabrown@clearchannel.com; 'Thompson, Grant'**Subject:** RE: Cohen for Congress\*\*\*\*URGENT\*\*\*\*TRAFFIC CHANGE**Importance:** High

Please pull the new Cohen spot "Pearl Radio" that I sent you on Friday. Continue to run the same spot you ran w/o 6/30. Let me know if you have any questions. Thanks

**Susan Rogers** | Senior Media Buyer | **archer>malmo** | 65 Union Ave Memphis TN 38103 | P  
901.523.2000 x1224 | F 901.260.4356

**From:** Susan Rogers [mailto:srogers@archermalmo.com]**Sent:** Thursday, July 03, 2014 8:52 AM**To:** 'Bailey, Bobbie'**Cc:** 'mariabrown@clearchannel.com'; nickysparrow@clearchannel.com**Subject:** Cohen for Congress**Importance:** High

Hi,

Attached is a new spot for Cohen. Run this spot 100% starting on Monday 7/7 on WDIA, KJMS & WHAL. We will probably have a new spot for the w/o 7/14. I will keep you updated on that. Please confirm receipt of spot and new instructions. Thanks.

**Susan Rogers** | Senior Media Buyer | **archer>malmo** | 65 Union Ave Memphis TN 38103 | P  
901.523.2000 x1224 | F 901.260.4356

XFINITY Connect

+ Font Size -

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**FW: Cohen for Congress-\*\*\*\*URGENT\*\*\*\*TRAFFIC CHANGE**

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**From :** Susan Rogers <srogers@archermalmo.com>

Fri, Aug 01, 2014 09:11 AM

**Subject :** FW: Cohen for Congress-\*\*\*\*URGENT\*\*\*\*TRAFFIC CHANGE**To :** Steve Cohen

**Susan Rogers** | Senior Media Buyer | archer>malmo | 65 Union Ave Memphis TN 38103 | P 901.523.2000  
x1224 | F 901.260.4356

**From:** Susan Rogers [mailto:srogers@archermalmo.com]**Sent:** Monday, July 21, 2014 5:14 PM**To:** Jerry Austin**Subject:** FW: Cohen for Congress-\*\*\*\*URGENT\*\*\*\*TRAFFIC CHANGE**Importance:** High**From:** Susan Rogers [mailto:srogers@archermalmo.com]**Sent:** Friday, July 04, 2014 12:35 PM**To:** traffic@wlok.com**Cc:** 'WLOKRADIO@aol.com'**Subject:** Cohen for Congress-\*\*\*\*URGENT\*\*\*\*TRAFFIC CHANGE**Importance:** High

Please pull the new Cohen spot "Pearl Radio" that I sent you on Friday. Continue to run the same spot you ran w/o 6/30.

**Susan Rogers** | Senior Media Buyer | archer>malmo | 65 Union Ave Memphis TN 38103 | P 901.523.2000  
x1224 | F 901.260.4356

**From:** Susan Rogers [mailto:srogers@archermalmo.com]**Sent:** Thursday, July 03, 2014 8:48 AM**To:** traffic@wlok.com**Cc:** 'WLOKRADIO@aol.com'**Subject:** Cohen for Congress**Importance:** High

Hi,

Attached is a new spot for Cohen. Run this spot 100% starting on Monday 7/7. We will probably have a new spot for the w/o 7/14. I will keep you updated on that. Please confirm receipt of spot and new instructions. Thanks.

**Susan Rogers** | Senior Media Buyer | archer>malmo | 65 Union Ave Memphis TN 38103 | P 901.523.2000  
x1224 | F 901.260.4356

**Stephanie Dunavant**

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**From:** Rick Maynard <[rickmaynard@cohenforcongress.com](mailto:rickmaynard@cohenforcongress.com)>  
**Sent:** Friday, July 04, 2014 10:06 AM  
**To:** 'desean.grayson@cumulus.com'  
**Subject:** Cohen For Congress Ad on WRBO 103.5

Mr. Grayson,

Please do not run radio2cohen2014. Replace with radio1cohen2014 until further notice.

Thank you,

Rick Maynard  
Communications Director, Cohen for Congress  
901-275-4467  
[RickMaynard@cohenforcongress.com](mailto:RickMaynard@cohenforcongress.com)

**RickMaynard@cohenforcongress.com**

*File to radio station*

Please do not run radio2cohen2014. Replace with radio1cohen2014 until further notice.

Thank you;

Rick Maynard

Communications Director, Cohen for Congress

901-275-4467

[RickMaynard@cohenforcongress.com](mailto:RickMaynard@cohenforcongress.com)

16044400324

1-800-4-VOTING

**RickMaynard@cohenforcongress.com**



email of station without fax #

Manager  
one  
create New



Move

Rules

OneNote

Unread/

Categorize

Follow

Search People

Address Book

Filter Email

Send/Receive

Move

Rules

OneNote

Unread/

Categorize

Follow

Search People

Address Book

Filter Email

Send/Receive

Move

Rules

OneNote

Unread/

Categorize

Follow

Search People

Address Book

Filter Email

Send/Receive

Reply

Reply All

Forward

Find

Tags

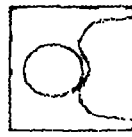
Up

Find

Find

Find

Find



Fri 7/4/2014 10:06 AM

Rick Maynard <[rickmaynard@cohenforcongress.com](mailto:rickmaynard@cohenforcongress.com)>

Cohen For Congress Ad on WRBO 103.5

To 'desean.grayson@cumulus.com'

Mr. Grayson,

Please do not run radio2cohen2014. Replace with radio1cohen2014 until further notice.

Thank you,

Rick Maynard  
Communications Director, Cohen for Congress  
901-275-4467  
[RickMaynard@cohenforcongress.com](mailto:RickMaynard@cohenforcongress.com)

~~FAKES~~ to all radio stations

Delete | 63 Move | 31 Download | 7 Forward | 7 Fax | Tag

<input type="checkbox"/> Subject	Sent	Recipient	Status
<input type="checkbox"/> Successful transmission to 19012604356. Re: UNKNOWN	07/04/2014 08:54 AM	19012604356	Completed
<input type="checkbox"/> Successful transmission to 19012596457. Re: UNKNOWN	07/04/2014 08:54 AM	19012596457	Completed
<input type="checkbox"/> Successful transmission to 19015280335. Re: UNKNOWN	07/04/2014 08:54 ...	19015280...	Completed
<input type="checkbox"/> Successful transmission to 19017266780. Re: UNKNOWN	07/02/2014 12:49 PM	19017266780	Completed
<input type="checkbox"/> Unsuccessful fax transmission to 19017266780. Re: UNKN...	07/02/2014 10:19 ...	19017266...	Failed

16044402328

COHEN FOR CONGRESS  
2623 POPLAR AVE.  
MEMPHIS, TN 38112

URGENT

Please open immediately.  
Thank you.

COHEN FOR CONGRESS  
MEMPHIS, TN 38112

16044002329

